

Brooke Van Baush - #7

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The Persuaders

Word Count: 397

1. The Persuaders is a documentary directed by Rachel Dretzin and Barak Goodman, released in 2004.
2. The Persuaders' central argument is that marketing and advertising has greatly influenced what Americans buy, how they view themselves, and the world around them.
3. The argument is made by looking into several examples, one of which includes the 2004 presidential sweepstakes. This is one of the first times the latest techniques in pointed advertising was put into effect basing their messages on the demographics they were attempting to appeal to.
4. One of the main sustainability problems is political. Politicians hire experts in order to help tell them which demographics to target and exactly what they need to say. It is also an economic problem because of the manipulation these brands employ in order to create loyal consumers. A cultural problem is that we have become immune to advertisements and so the amount of advertisements will only increase.
5. The most persuasive part of the film was when insight was given to how Song Airlines was intended to work. By viewing how their meetings were run, one could see that they are basing their decisions based on their image rather than what they actually do.
6. There was not much emotional appeal to me. My biggest problem is with false advertising, otherwise, advertising is an important part of economics of our country.
7. This film relies more on science than emotion. They show a lot of the facts which go in to forming a product. Advertisers create a science out of emotions.
8. The film asks consumers to better understand their choices in products they make. This is a good idea, as this could help to eliminate the possibility of false advertising which is the true problem.
9. Actions not suggested are those that could be placed on the advertisers and brands themselves. This would include not being able to cover buildings with advertisements, or not be able to sneak advertisements into tv programming in order to avoid commercials.
10. The target audience is the consumer as well as the producer in the capitalistic world. It's a film of raising awareness of the amount of advertisements which plaster our world as well as the way that these brands have made a science out of the consumer's emotions.